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## Remarks

## Claim Rejection - 35 USC § 102

The Examiner's detailed analysis is appreciated.

As the Examiner has noted, the feature of "causing a communications application, appropriate to the manner of communications specified within the rule, to open at an initiating party device" was not claimed. This feature had been intended to be included in claims 1 and 16.

Accordingly, the newly submitted amended claims include this limitation in claim 16 and an equivalent limitation in system claim 1. Since this limitation was foreshadowed and argued in the previous response, it is submitted that the inclusion of these amendments does not raise new issues.

As noted in the previous response, Thro does not disclose the execution of a communications application on the initiating party's device as a result of initiating communication. Accordingly, the rejection of claims 1 and 16 as being anticipated by Thro is respectfully traversed.

Claim 30 has been cancelled and the Examiner's comments are therefore moot.

In connection with claim 31, as noted in the previous response on page 9. Thro does not disclose an originating party having access to details held within the database. Thus Thro does not disclose "at least one rule included in each entry, specifying which details for the entry may be disclosed to an initiating party.".

For at least this reason the anticipation rejection of claim 31 is respectfully traversed.

The anticipation rejection of dependent claims 2, 10-14, 17-20, 23-27 are also traversed since these claims are not anticipated by Thro at least by virtue of their dependencies.

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It is noted that all the claims rejected under this heading depend either from claim 1 or claim 16. As noted above, Thro fails to disclose the feature of opening a communications application automatically on an initiating party device. Accordingly the combination of Thro and Swartz fail to disclose all the claimed features of the claims as amended.

It will be noted that there is no suggestion in Thro or Swartz that this convenient automatic opening of the communications application may be achieved. In neither document is it clear for example what happens if a communication is requested by email. The Examiner has noted that in Figure 2 an email communication is suggested in Table 80. However, Thro does not make it clear how this may be achieved. Presumably the system of Thro somehow communicates back to an originating person that email communication is the only acceptable type of communication. Presumably also therefore the user is then left to manually open a suitable email application to prepare and send an email. Thro is concerned entirely with prioritising calls and repeatedly discusses a "priority matrix". The details of how such calls may be handled by the initiating device is entirely absent.

For at least the above reasons the obviousness rejection of claims 1 and 16 is respectfully traversed. For similar reasons, the obviousness rejection of the dependent claims is also respectfully traversed.

Respectfully Submitted,

Date

Holmes W. Anderson, Reg. No. 37,272

Attorney/Agent for Applicant(s)

Steubing McGuinness & Manaras LLP

125 Nagog Park Drive Acton, MA 01720

(978) 264-6664

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